

100% WKRC

#69418

Cupp :15s

WKRC Cincinnati

EKRC Cincinnati

<u>10/31 add \$16,500</u>		<u>11/1</u>	<u>11/2</u>	<u>11/3</u>	<u>11/4</u>	<u>11/5 Total</u>	
1	8-9am CBS this morning	\$124	1	1			2 1 \$248 P3
2	Th Price is Right	\$422	1				1 2 \$422 P2
3	Th 9-10am Doctors (bookend Fri, stand alone Thurs)	\$98	1	2			3 3 \$294 P3
4	Th 10-11pm Elementary	\$975	1				1 4 \$975 P4
5	Noon News (bookend Fri, stand alone Thurs)	\$228	1	2			3 5 \$684 P3
6	Th Let's Make a Deal	\$358	1				1 6 \$358 P2
7	Fri 8-9pm Undercover Boss (Bookends)	\$1,625		2			2 7 \$3,250 P3
8	Fri 10-11pm Blue Bloods	\$1,040		1			1 8 \$1,040 P3
9	Fri 730-8pm ET (Bookends)	\$488		2			2 9 \$976 P3
10	Fri 7-730pm Inside Edition (bookend Fri, stand alone Thu)	\$780	1	2			3 10 \$2,340 P2
11	Sat UC v Syracuse (Bookends) <i>Big East</i>	\$780			2		2 11 \$1,560 P3
12	Sat SEC Missouri/FL (bookends) <i>330p-7p</i>	\$650			2		2 12 \$1,300 P3
13	Sat SEC Prime: Alabama/LSU (Bookends) <i>8-11p</i>	\$975			2		2 13 \$1,950 P4
14	Sat 12-105a Criminal Minds (Bookends)	\$175			2		2 14 \$350 P3
15	Sun Sports Authority (Bookends) <i>1130p</i>	\$212			2		2 15 \$424 P3
16	Sun 12a-1a Criminal Minds (Bookends)	\$175			2		2 16 \$350 P3
							0 \$0
							31 \$16,521

Jacobs, Sarah

From: Jacobs, Sarah
Sent: Wednesday, October 31, 2012 1:55 PM
To: Dienger, Whitney
Subject: FW: Bob Cupp 15s WKRC.xls

From: Bob Clegg [mailto:bobclegg@ameritech.net]
Sent: Wednesday, October 31, 2012 1:50 PM
To: Jacobs, Sarah
Subject: RE: Bob Cupp 15s WKRC.xls

Looks great. Book it. We'll send copy of check.

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Wednesday, October 31, 2012 1:30 PM
To: Bob Clegg
Subject: Bob Cupp 15s WKRC.xls

How about \$16,521 for 31 additional spots?

I scoured and found some stand alone :15 holes for TOMORROW ..so I need your approval ASAP to book, and check copy before 4pm.

Please advise.
Thanks
SAJ

10/31/2012

Jacobs, Sarah

From: Jacobs, Sarah
Sent: Wednesday, October 31, 2012 1:54 PM
To: Dienger, Whitney
Subject: FW: Bob Cupp 15s WKRC.xls
Attachments: Bob Cupp 15s WKRC.xls

From: Jacobs, Sarah
Sent: Wednesday, October 31, 2012 1:30 PM
To: 'Bob Clegg'
Subject: Bob Cupp 15s WKRC.xls

How about \$16,521 for 31 additional spots?
I scoured and found some stand alone :15 holes for TOMORROW so I need your approval ASAP to book,
and check copy before 4pm.

Please advise.
Thanks
SAJ

10/31/2012

ORDER



Orders

Order / Rev: 69418
Alt Order #:
Product Desc: Ohio Supreme Court
Estimate:
Flight Dates: 11/01/12 - 11/05/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

Local 12 WKRC-TV

Primary AE: LSM LSM
 Sales Office: CVG
 Sales Region: Local

Agency

Name: Midwest Comm & Media
Buying Contact:
Billing Contact:
 49 S Grant Ave
 Columbus, OH 43215

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Robert Cupp for Ohio Supreme Court
Demographic: HH
Product Codes: State Elections
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	31	\$16,521.00	\$14,042.85

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	31	\$16,521.00	\$14,042.85	0.00
Totals	31	\$16,521.00	\$14,042.85	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	11/01/12	11/02/12	CBS This Morning	CM	8:00 AM-9:00 AM	---11---	:15	2	\$124.00	P-3	0.00	NM	2	\$248.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	---11--	2	\$124.00	0.00								
N 2	WKRC	11/01/12	11/01/12	The Price is Right	CM	11a-12p	---1---	:15	1	\$422.00	P-2	0.00	NM	1	\$422.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	---1---	1	\$422.00	0.00								
N 3	WKRC	11/01/12	11/02/12	M-F 9a-10a	CM	9a-10a	---12---	:15	3	\$98.00	P-3	0.00	NM	3	\$294.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	---12--	3	\$98.00	0.00								
N 4	WKRC	11/01/12	11/01/12	Thu Reg 3	CM	10p-11p	---1---	:15	1	\$975.00	P-4	0.00	NM	1	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	---1---	1	\$975.00	0.00								
N 5	WKRC	11/01/12	11/02/12	Local 12 News at Noon	CM	12p-1230p	---12---	:15	3	\$228.00	P-3	0.00	NM	3	\$684.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	---12--	3	\$228.00	0.00								
N 6	WKRC	11/01/12	11/01/12	Let's Make a Deal	CM	3p-4p	---1---	:15	1	\$358.00	P-2	0.00	NM	1	\$358.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/12	11/04/12	---1---	1	\$358.00	0.00								

Advertiser: Robert Cupp for Ohio Supreme Court

Product Desc:

Ohio Supreme Court

Local 12 WKRC-TV

Flight Dates: 11/01/12 - 11/05/12

[illegible]